

# Benjamin L. Castleman

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Ed Policy Works

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## CURRENT POSITIONS

Assistant Professor of Education and Public Policy, University of Virginia (2013 – present).

Founder and Director, [Nudge<sup>4</sup> Solutions Lab](#), University of Virginia (2016 – present).

Faculty Director, University of Virginia – US Army Office of Economic and Manpower Analysis Partnership On Veterans Education (2014 – present).

Senior Advisor, Former First Lady Michelle Obama’s Reach Higher Initiative. Project lead, Up Next mobile messaging campaign. (2016 – present)

## HONORS AND RECOGNITIONS

Recognized by Washington Monthly as one of the 16 Most Innovative People in Higher Education (2016).

AERA Reviewer of the Year Award (2016).

Winner (with College Forward), Coalition for Evidence-Based Policy National Competition for Low-Cost Randomized Trials in Public Policy (June 2015).

Winner (with Bottom Line), Coalition for Evidence-Based Policy National Competition for Low-Cost Randomized Trials in Public Policy (July 2014).

National Academy of Education/Spencer Foundation Dissertation Fellowship (2013-2014).

Jack Kent Cooke Foundation Dissertation Fellowship (2013-2014).

Institute for Higher Education Policy/Lumina Foundation Academic Fellow (2013-2014).

K. Patricia Cross Future Leaders Award, The American Association for Colleges and Universities (2012).

## JOURNAL ARTICLES

All authors contributed equally to the papers below.

### *Refereed*

Castleman, B.L., Long, B.T., & Mabel, Z.A. (forthcoming). “Financial Barriers To Studying STEM In College: Causal Effect Estimates Of Need-Based Grants On The Pursuit And Completion Of Courses And Degrees In STEM Fields.” *Journal of Policy Analysis and Management*.

- Castleman, B.L., and Page, L.C. (forthcoming). Parental Influences on Postsecondary Decision-Making: Evidence from a Text Messaging Experiment. *Educational Evaluation and Policy Analysis*.
- Castleman, B.L., & Goodman, J. (forthcoming). Intensive College Counseling And The College Enrollment Choices Of Low Income Students. *Education Finance and Policy*.
- Castleman, B. L., Meyer, K., & Sullivan, Z. (forthcoming). The Role of Colleges in Impacting Students' Financial Aid Behaviors. *Journal of Student Financial Aid*.
- Castleman, B.L., & Haskins, R. (forthcoming). Behavioral Science and Policy: Implications for Education. *Behavioral Science and Policy*.
- Castleman, B.L., & Long, B.T. (2016). Looking Beyond Enrollment: The Causal Effect Of Need-Based Grants On College Access, Persistence, And Graduation. *Journal of Labor Economics*, 34(4): 1023-1073.
- Castleman, B.L., & Page, L.C. (2016). Freshman Year Financial Aid Nudges: An Experiment To Increase FAFSA Renewal And College Persistence. *Journal of Human Resources*, 31(51): 389-415.
- Castleman, B.L., & Bird, K.A. (2016). Here Today, Gone Tomorrow? Investigating Rates And Patterns Of Financial Aid Renewal Among College Freshmen. *Research in Higher Education*, 57(4): 395-422.
- Castleman, B.L., & Page, L.C. (2015). Summer Nudging: Can Personalized Text Messages And Peer Mentor Outreach Increase College Going Among Low-Income High School Graduates? *Journal of Economic Behavior and Organization*, 115: 144-160.
- Castleman, B.L., Owen, L., & Page, L.C. (2015). Stay Late Or Start Early? Experimental Evidence On The Benefits Of College Matriculation Support From High Schools Versus Colleges. *Economics of Education Review*. 47: 168-179.
- Arnold, K.C., Castleman, B.L., Chewning, A., & Page, L.C. (2015). Advisor And Student Experiences Of Summer Support For College-Intending, Low-Income High School Graduates. *Journal of College Access*, 1(1): Article 3.
- Castleman, B. L. & Page, L. C. (2015). Beyond FAFSA Completion, *Change, January / February*: 28 – 35.
- Castleman, B.L., Page, L.C., & Schooley, K. (2014). The Forgotten Summer: Mitigating Summer Attrition Among College-Intending Low-Income High School Graduates. *The Journal of Policy Analysis and Management*, 32(2): 320-344.
- Castleman, B.L., and Page, L.C. (2014). Leveraging Behavioral Insights To Improve Postsecondary Outcomes. *Better: Evidence-Based Education*, 6(3): 10-11.
- Castleman, B.L., & Page, L.C. The Not-So Lazy Days Of Summer: Experimental Interventions To Increase College Entry Among Low-Income High School Graduates. *New Directions for Youth Development*, 2013 (140): 77-97.

Castleman, B.L., & Page, L.C. (2013). A Trickle Or A Torrent? Understanding The Extent Of Summer Melt Among College-Intending High School Graduates. *Social Science Quarterly*, 95(1): 202-220.

Castleman, B.L., Arnold, K.D., & Wartman, K.L. (2012). Stemming The Tide Of Summer Melt: An Experimental Study Of The Effects Of Post-High School Summer Intervention On College Enrollment. *The Journal of Research on Educational Effectiveness* 5(1): 1 – 18.

Arnold, K.D., Fleming, S., Deanda, M.A., Castleman, B.L., Wartman, K.L., & Price, P. (2009). The summer flood: The Invisible Gap Among Low-Income Students. *Thought and Action*, Fall 2009: 23-34.

#### *Manuscripts under review*

Castleman, B.L., Murphy, F.X., and Skimmyhorn, W. “Marching Across Generations? An Analysis Of The Benefits Transfer Provision Of The Post-9/11 GI Bill.” *Revise and Resubmit at the Journal of Human Capital*.

Castleman, B.L., & Meyer, K. “Can Text Message Nudges Improve Academic Outcomes in College? Evidence from a Rural State Initiative.” *Revise and Resubmit at Review of Higher Education*.

Barr, A.C., and Castleman, B.L. “Advising Students To and Through College: Experimental Evidence from the Bottom Line Advising Program.”

Castleman, B.L., Patterson, R., and Skimmyhorn, W. “Benefits Left on the Table: Behavioral Interventions and Consumer Financial Protections.”

Avery, C., Castleman, B.L., Luca, M., Page, L., and Smith, J. “The Impact of Facebook Advertisements: Evidence from Field Experiments in Education.”

Page, L.C., Castleman, B.L., & Meyer, K. “Customized Nudging To Improve FAFSA Completion And Income Verification.”

#### *Working papers*

Barr, A.C., Bird, K.A., & Castleman, B.L. “Prompting Active Choice Among High-Risk Borrowers: Evidence From A Student Loan Counseling Experiment.”

Bird, K.A., Castleman, B.L., Goodman, J., and Lambertson, C. “Nudging At A National Scale: Experimental Evidence From A FAFSA Completion Campaign.”

Bettinger, E., Castleman, B.L., and Sullivan, Z. “The Effect of Virtual Advising on College Choice: Evidence from a National Field Experiment.”

#### *Columns and Op-Eds*

Castleman, B.L. Fifty Cents or Five Thousand Dollars? *The Behavioral Scientist*. June 6<sup>th</sup>, 2017.

Castleman, B.L., and Rickard, J. Why Do High School Seniors Leave so Much Federal Money on the Table? *The Hechinger Report*, May 2<sup>nd</sup>, 2017.

- Castleman, B.L. Bringing Mentoring Models into the 21<sup>st</sup> Century. *Getting Smart*. April 27<sup>th</sup>, 2017.
- Lamberton, C., and Castleman, B.L. Nudging in a Sludge-Filled World. *Huffington Post*, September 30<sup>th</sup>, 2016.
- Castleman, B.L. The First Lady's New Tool for Students: Up Next. *United States Department of Education blog*. September 29<sup>th</sup>, 2016.
- Castleman, B.L. How Texting Can Change the Way First Generation Students Experience College. *Education Post*. September 6<sup>th</sup>, 2016.
- Castleman, B.L. and Skillman, J. Learn to Ad: Madison Avenue Strategies to Strengthen School Communication. *The Brookings Institution Brown Center Chalkboard*, September 6<sup>th</sup>, 2016.
- Lamberton, C., and Castleman, B.L. Nudge 2.0: A Broader Toolkit For Lasting Behavior Change. *Huffington Post*, May 24<sup>th</sup>, 2016.
- Castleman, B.L. & Sullivan, Z. How To Pay For Success In Higher Education. *The Brookings Institution Brown Center Chalkboard*, April 25, 2016.
- Castleman, B.L. Big Data, Meet Behavioral Science. *The Brookings Institution Brown Center Chalkboard*, March 10, 2016.
- Castleman, B.L. & Lamberton, C. This Holiday Season, Nudge Like The Private Sector Taught You. *The Brookings Institution Brown Center Chalkboard*, December 19, 2015.
- Castleman, B.L. Smart Phones: A Nudger's Best Or Worst Friend? *The Brookings Institution Brown Center Chalkboard*, October 19, 2015.
- Castleman, B.L. When It Comes To Student Loans, There's No Simple Nudge. *The Brookings Institution Brown Center Chalkboard*, September 1, 2015.
- Castleman, B.L. Knowing When To Nudge In Education. *The Brookings Institution Brown Center Chalkboard*, August 6, 2015.
- Castleman, B.L., Schwartz, S., and Baum, S. (2015). Apple's Lessons For Higher Ed Inequality. *Inside Higher Ed*, April 9, 2015.
- Castleman, B. L. & Page, L. C. (2014). Stymied On The Cusp Of College. *The Chronicle of Higher Education*, October 6, 2014.
- Castleman, B.L., & Page, L.C. (2014). From College-Intending To College-Attending: Understanding And Mitigating Summer Melt. *The Solutions Journal*, 5(2): 41 - 45.
- Castleman, B. L. & Page, L. C. (2014). Summer Melt—Who's At Risk And Why? Michael and Susan Dell Foundation blog, August 11, 2014.
- Castleman, B. L. & Page, L. C. (2014). Summer Melt—Six Low-Cost Tactics Help Students Stay On

Track To College. Michael and Susan Dell Foundation blog, August 13, 2014.

Castleman, B.L., Page, L.C., & Snowdon, A. (2013). SDP Summer Melt Handbook: A Guide To Investigating And Responding To Summer Melt. Harvard University: Strategic Data Project.

Castleman, B.L., & Page, L.C. (2013). Can Text Messages Mitigate Summer Melt? *New England Journal of Higher Education*. May 2013.

## SCHOLARLY BOOKS

Castleman, B.L. (2015). *The 160-Character Solution: How Text Messages and Other Behavioral Strategies Can Improve Education*. Baltimore, MD: Johns Hopkins University Press.

Castleman, B.L., & Page, L.C. (2014). *Summer Melt: Supporting Low-Income Students Through the Transition to College*. Cambridge, MA: Harvard Education Press.

## EDITED VOLUMES

Castleman, B.L., Schwartz, S., & Baum, S. (eds.). (2015). *Decision Making for Student Success*. New York, NY: Routledge Press.

## BOOK CHAPTERS

Castleman, B.L. (2015). Prompts, Personalization, and Pay-offs: Strategies to Improve the Design and Delivery of College and Financial Aid Information. In Castleman, B.L., Schwartz, S., & Baum, S. (eds.). *Decision making for student success*. New York, NY: Routledge Press.

Castleman, B.L. (2018). Behavioral Insights to Guide Federal Education Policy. In Baum, S. (ed.) *Memos to the President On Higher Education*. Urban Institute.

Castleman, B.L. & Meyer, K. (2018). Nudges, Norms, and Navigation: Behavioral Insights to Improve Student Success. In Feldman, R. (eds.). *The First Year of College: Research, Theory, and Practice on Improving the Student Experience And Increasing Retention*. Cambridge University Press.

## GRANTS

Nudges to the finish line: Experimental interventions to prevent late college departure. Principal Investigator. The Institute for Education Sciences. \$3,953,422. 2016 – 2020.

The Nudge<sup>4</sup> Solutions Lab. Principal Investigator.

- Carnegie Corporation of New York. \$400,000. 2016-2017.
- The Heckscher Foundation for Children. \$250,000. 2016-2017.
- Curry School of Education IDEAS grant. \$10,000. 2016.

Improving prisoner re-entry outcomes through large-scale behavioral interventions. Co-Principal Investigator.

- The Koch Foundation. \$455,000. 2016 – 2019.
- JPAL-North America. \$117,999. 2016-2018.

Behavioral Strategies to Improve Employment Outcomes. Co-Principal Investigator. The Laura and John Arnold Foundation. \$299,843. (Fiscal agent: Texas A&M University). 2016 – 2019.

Large Scale Outreach to Promote Early FAFSA Submission and Informed College Search. Principal Investigator. The Kresge Foundation. \$500,000. 2016 – 2018.

Financial Aid Nudges: A National Experiment to Increase Retention of Financial Aid and College Persistence (using NPSAS:16 data). Co-Principal Investigator. The Institute for Education Sciences. \$3,499,999 (Fiscal agent: Wisconsin HOPE Lab). 2016 – 2020.

Research-philanthropy collaboration to increase the rigor of grantees' evaluation. Principal Investigator. The Centerbridge Foundation. \$150,000. 2016-2017.

Personalized postsecondary information for US Army Service Members. Principal Investigator. 2014-2017.

- The Kresge Foundation. (\$140,000).
- The Lumina Foundation. (\$128,500).
- The Heckscher Foundation for Children. (\$138,074).
- The Spencer Foundation. (\$43,617).

National nudge campaign to improve college affordability and FAFSA completion. Principal Investigator. 2015-2016.

- Michael and Susan Dell Foundation. \$324,321 (Fiscal agent: The Common Application).
- Laura and John Arnold Foundation. \$110,626.
- Heckscher Foundation for Children. \$165,000 (Fiscal agent: The Common Application).

Investigating the efficacy of virtual college advising. Principal Investigator. Bloomberg Philanthropies. \$290,000. 2014-2017.

Long-term evaluation of intensive college advising programs. Principal Investigator. Bottom Line. \$105,689. 2014-2021.

Improving loan borrowing and repayment decisions among community college students. Principal Investigator. The Lumina Foundation. \$130,000. 2014-2016.

Digital Messaging to Improve College Enrollment and Success. Co-Principal Investigator. Institute for Education Sciences. \$3,499,999 (Fiscal agent: Harvard University). 2014-2018.

Study of Statewide Pilot of a Personalized Text Messaging Intervention to Increase College Enrollment.” Co-Principal Investigator. 2014-2016.

- The Bill and Melinda Gates Foundation. (\$224,295).
- The Great Lakes Foundation. (\$74,992).

FAFSA Completion and Income Verification for College-Intending Low-Income Students. Co-Principal Investigator with Lindsay Page. The Bill and Melinda Gates Foundation. \$119,957 (Fiscal agent: University of Pittsburgh). 2014-2016.

Text messaging interventions to increase postsecondary matriculation and retention. Co-Principal Investigator with Adam Green and Jessica Kennedy. The Kresge Foundation. \$225,000 (Fiscal agent: West Virginia Higher Education Policy Commission. 2013-2016.

Austin, TX and Baltimore, MD summer melt transition support program. 2013-2014.

- Texas Higher Education Coordinating Board. Co-principal investigator with Chris King, Laura Owen, and Lindsay Page. (\$94,433).
- Abell Foundation. Co-principal investigator with Laura Owen and Lindsay Page. (\$10,000).

Late stage support to college-ready students in Delaware. Co-principal investigator with Lindsay Page and Bruce Sacerdote. The Heckscher Foundation for Children. \$31,000. 2013-2014.

Leveraging text messaging to increase college persistence among low-income and first-generation college students. Co-principal investigator with Jon Fullerton and Lindsay Page. The Heckscher Foundation for Children. \$28,627. 2012-2013.

Project SCOPE: Summer Counselor Outreach to improve Postsecondary Enrollment. Co-principal investigator with Christopher Avery and Lindsay Page. W.T. Grant Foundation. \$25,000. 2012-2013.

Summer College Connect: Examining the impact of peer mentor outreach on whether low-income high school graduates enroll in college. Co-principal investigator with Lindsay Page. 2012-2013.

- Lindback Foundation. (\$14,000).
- National Association of Student Financial Aid Administrators Research Grant. (\$3,000).

## CURRENT PROJECTS

Current and former student collaborators underlined.

### Education

Soldier for Life, Student for Life (with Andrew Barr, Kelli Bird, and Bill Skimmyhorn)

- We are conducting an RCT to evaluate an intervention to provide soldiers with personalized information and advising about postsecondary educational options.
- Partner agencies: United States Army Office of Economic and Manpower Analysis

Nudges to the Finish Line (with Eric Bettinger and Zack Mabel)

- We are conducting an RCT to evaluate a nudge campaign to increase college completion among students who have earned substantial credits but are at risk of withdrawal, by providing students with customized information about resources they can access to overcome academic and financial barriers to earning their degree.
- Partner agencies: Texas Higher Education Coordinating Board, the Virginia Community College System, and the City University of New York

Statewide Instagram campaign to encourage positive financial and academic behaviors (with Jeff Denning and Cait Lamberton)

- We are conducting an RCT to evaluate a statewide project that leverages Instagram creative content to reinforce positive academic and financial behaviors among college students in the state.
- Partner agencies: Texas Higher Education Coordinating Board and Black Sheep Agency

Prompting active choice about GI Education Benefits Use (with Fran Murphy and Bill Skimmyhorn)

- We are developing an intervention to inform career enlisted soldiers with college degrees of the opportunity to transfer their GI Bill Benefits to dependents.
- Partner agencies: United States Army Office of Economic and Manpower Analysis

CollegePoint national virtual college advising initiative (with Eric Bettinger and Zach Sullivan)

- We are conducting a randomized controlled trial to evaluate the impact of providing high-achieving, low- and moderate-income students across the country with individualized virtual advising on whether they enroll and persist at selective institutions.
- Partner agencies: Bloomberg Philanthropies and America Achieves

Tablet-based intervention to reduce summer learning loss (with Katharine Meyer)

- We are conducting an RCT to evaluate whether a tablet-based intervention that provides students with motivational videos from trusted voices in school encouraging them to read over the summer along with concrete prompts about when to engage in summer reading can reduce summer learning loss among elementary school students.
- Partner agencies: Arlington Public Schools

Nudge campaign to increase participation in school breakfast (with Zach Sullivan)

- We are conducting an RCT to evaluate a nudge campaign to encourage district and school leaders in Missouri and Texas to adopt alternative breakfast programs, with the goal of increasing the share of free-meal eligible children who eat breakfast on a daily basis.
- Partner agencies: ideas42 and No Kid Hungry

Personalized Prompts to Increase Transfer Rates Among Community College Students (with Zack Mabel and Zach Sullivan)

- We are designing an intervention to provide community college students with personalized information about their progress to meet Guaranteed Admissions Agreement (GAA) requirements at four-year institutions in the state, along with customized guidance about additional coursework they can take to further their progress toward guaranteed admission.
- Partner agencies: Virginia Community College System

### Criminal Justice

Personalized Transition Support for Prisoners as They Re-Enter Society (with Jennifer Doleac)

- We are conducting an RCT to investigate whether providing inmates with personalized transition information pre-release and reminders and encouragement to access transition supports post-release reduces recidivism.
- Partner agencies: Allegheny County Jail and Edovo (education technology firm)

Developing Prisoners' Skills Through A Tablet-Based Coding Academy (with Jennifer Doleac)

- We are developing a tablet-based coding academy through which inmates can develop concrete database management and computer coding skills prior to their release.
- Partner agencies: Edovo (education technology firm)

Increasing Criminal Justice-engaged Youth Compliance with Court Mandated Appointments (with Jennifer Doleac)



- We are designing an SMS messaging campaign to increase the share of criminal justice-engaged youth who make their court-mandated appointments and avoid re-incarceration.
- Partner agencies: Baltimore Department of Juvenile Services and Justice Codes

### Workforce development and consumer finance

Behavioral Strategies to Improve Employment Outcomes (with Andrew Barr)

- We are developing an intervention to provide chronically displaced workers with personalized job match information and nudges to engage in an active job search.
- Partner agencies: Texas Workforce Commission and Texas Workforce Solutions

Evaluation of Information Provision on Servicemembers' Civil Relief Act Decisions (with Rich Patterson and Bill Skimmyhorn)

- We are conducting an RCT to evaluate an intervention to encourage soldiers to capitalize on consumer financial projections to which they are entitled.

### SCHOLARLY PRESENTATIONS

Bird, K.A., Castleman, B.L., Goodman, J., & Lambertson, C. Nudging at a National Scale: Experimental Evidence from a FAFSA Completion Campaign.

- University of Michigan.

Castleman, B.L. Behavioral Insights for Scalable Solutions.

- APPAM/MDRC Forum on Behavioral Science and Policy.
- University of Maryland – Baltimore County
- United States Department of Education
- George Washington University/Federal Reserve Board of Governors Financial Literacy Series
- Association for Institutional Research Annual Conference (keynote)
- William and Mary College
- Tennessee GEAR UP convening
- University of Virginia (Community Psychology)
- The Common Application
- New Profit-Bloomberg Philanthropies College Access and Success Convening
- College Summit – NASDAQ meeting
- TEDx-UVA
- United States Department of Education College Scorecard Technical Review Panel
- HC Coombs Policy Forum (Australia)
- College Board Forum

Castleman, B.L. Knowing When and Who to Nudge in Education.

- Federal Reserve Board of Governors.
- University of Wisconsin.
- New York Federal Reserve Bank
- City University of New York
- Harris School, University of Chicago
- University of Virginia (social psychology)

- American University School of Public Affairs

Castleman, B.L. Behavioral Insights and Student Loans.

- Federal Reserve Board of Governors
- Philadelphia Federal Reserve

Castleman, B.L. The 160 Character Solution: How Text Messaging Can Improve Education.

- College Board Forum
- National Council for Community and Educational Partnerships Annual Meeting
- United Way Worldwide
- United States Department of Education Office of Migrant Education
- Behavioral Science and Policy Association
- The Common Application annual meeting
- Colorado Statewide Pre-Collegiate Conference
- University of Arkansas Department of Education Reform

Castleman, B.L. Behavioral Economics, College Completion, and Economic Mobility: How Low-Cost Nudges Can Improve Outcomes for disadvantaged Students.

- Council for Opportunity in Education Annual Meeting (keynote).
- Jobs for the Future Annual Meeting (plenary).

Castleman, B.L. and Page, L.C. Freshman Year Financial Aid Nudges.

- Association for Education Finance and Policy Annual Conference.
- Association for the Study of Higher Education Annual Conference. Washington, D.C.
- Society for Research on Educational Effectiveness Annual Conference. Washington, D.C.

Castleman, B.L., Owen, L., and Page, L.C. Personal or personalized? Investigating the impact of counselor outreach vs. automated and personalized messaging on mitigating summer melt.

- Association for Education Finance and Policy Annual Conference
- Association for the Study of Higher Education Annual Conference. Washington, D.C.
- Society for Research on Educational Effectiveness Annual Conference. Washington, D.C.

Castleman, B.L., Long, B.T., & Mabel, Z. Financial barriers to studying stem in college.

- Association for the Study of Higher Education Annual Conference. Washington, D.C.
- Society for Research on Educational Effectiveness Annual Conference. Washington, D.C.

Castleman, B.L. and Page, L.C. Summer melt: Supporting low-income students through the transition to college.

- National Scholarship Providers Association Annual Meeting. Pittsburgh, PA.
- Virginia Rural Horseshoe Initiative Meeting. Charlottesville, VA.
- Teachers College, Columbia University. New York, NY.
- The Education Trust. Washington, DC.
- Jack Kent Cooke Foundation, Leesburg, VA.

Castleman, B.L. (2014). Prompts, personalization, and pay-offs.

- Teachers College, Columbia University. New York, NY.

- University of Virginia. Charlottesville, VA.
- College Access Challenge Grant Annual Meeting. Washington, D.C.
- Stanford University. Palo Alto, CA.

Castleman, B.L. Understanding Poverty: A Behavioral Economics Approach. Americorps VISTA meeting.

Castleman, B.L. Testimony on college access and success. United States House of Representatives – Labor – HHS – Education sub-committee hearing.

Castleman, B.L. Methods for Answering Causal Questions in Educational Research. Crawford School of Public Policy, Australian National University

Barr, A., Bird, K., and Castleman, B.L. Prompting Active Choice Among High-Risk Borrowers. Association for Public Policy Analysis and Management Annual Meeting

Castleman, B.L., and Goodman, J. Intensive College Counseling and the College Enrollment Choices of Low Income Students. Association for Public Policy Analysis and Management Annual Meeting

Castleman, B.L. Practical Advice for Low-Cost RCTs. White House Summit on Expanding College Opportunity

Bird, K. and Castleman, B.L. Leaving money on the table? Association for the Study of Higher Education Annual Conference. Washington, D.C.

Castleman, B.L. & Johnson, G. Low-cost randomized trial of an intensive college advising model. White House Office of Science and Technology Policy Conference on Low-Cost Randomized Trials in Public Policy. Washington, D.C.

Castleman, B.L. Need-based aid and nudges. Postsecondary National Policy Institute: Charlottesville, VA.

Castleman, B.L. The power of 160 characters. American Enterprise Institute Future of Higher Education Working Group Annual Meeting. Washington, D.C.

Castleman, B.L. Product design meets college access. The College Board Annual Forum. Las Vegas, NV.

Castleman, B.L. The power of 160 characters. Center for Law and Social Policy Annual Conference. Washington, D.C.

Castleman, B.L. Equity through behavioral economics. Equity Through Excellence Annual Conference. Riverside, CA.

## MEDIA COVERAGE OF RESEARCH

Coverage of work with Michelle Obama's Reach Higher Initiative: *Politico*, *Chronicle of Higher Education*, *WTNA*

Coverage of text messaging research: *New York Times*, *Education Week*, *Hechinger Report*, *Chronicle of Higher Education*, *Huffington Post*, *Inside Higher Ed*, *Education World*, *Slate*, *Governing*, *KQED*, *Inside Philanthropy*, *National Public Radio*, *Vox*, *Minneapolis Star Tribune*

Coverage of summer melt research in the following publications: *New York Times*, *Education Week*, *Hechinger Report*, *Chronicle of Higher Education*, *L.A. Times*, *Washington Post*, *Inside Higher Ed*, *National Public Radio*, *Associated Press*, *HuffPost Live*, *USA Today*, *Time Magazine*, *The Oklahoman*, *Providence Journal*

Coverage of financial aid research: *Inside Higher Ed*, *Slate*

## TEACHING

What the Innovators Do: Strategies to Transform the Lives of Youth (EDLF 2050). University of Virginia. (2015 and 2016).

US Education Policy. University of Virginia (EDLF 6080). (2014, 2015).

## POLICY ENGAGEMENTS

Academic Affiliate, White House Social and Behavioral Sciences Team/Office of Evaluation Services. (2016 – present)

Fellow, Behavioral Science and Policy Association, and assistant chair of the Education group (2016 – present).

J-PAL North America Special Invited Researcher (2017 – present).

Senior Fellow, Civic Nation. Project lead, Civic Nation – Vote.org mobile messaging campaign. (2016 – present)

Academic Affiliate, ideas42 Behavioral Design Lab (2013 – present).

Invited Moderator, Behavioral Science Insights and Evidence-based Policymaking panel, White House Social and Behavioral Sciences Conference (September 2016).

Witness, United States House of Representatives Labor-Health and Human Services-Education Subcommittee Oversight Hearing on Closing the Achievement Gap in Higher Education (March 2015).

Presenter and participant, White House Summits on Increasing College Opportunity for Low-Income Students (January and December 2014).

## PROFESSIONAL SERVICE

Technical Review Panels and Working Groups; Federal Policy Convenings:

- United States Department of Education Technical Review Panel: White House College Scorecard
- United States Department of Education Technical Review Panel: Baccalaureate and Beyond National Longitudinal Survey

- United States Department of Education Meeting on Low-Cost Technological Interventions and Rapid Turnaround Evaluations
- United States Department of Education Loan Counseling Convening
- United States Department of Education Income Based Repayment Survey Development Group
- United States Department of Labor Technical Working Group: Development of an Evidence-Based Navigator Model for Opportunity Youth

Advisory Board, New York City Community College Innovation Fund

Editorial Boards: *Education Evaluation and Policy Analysis*

Manuscript reviewer: *American Economic Review; American Economic Journal: Economic Policy; Economics of Education Review; Economic Inquiry; Education Finance and Policy; Educational Evaluation and Policy Analysis; Educational Policy; Journal of Human Resources; Journal of Policy Analysis and Management; Quarterly Journal of Economics; Research in Higher Education; Review of Economics and Statistics; Sociology of Education; Southern Economic Journal.*

Grant Proposal Reviewer: *The Smith Richardson Foundation; The Spencer Foundation; The W.T. Grant Foundation*

Conference Proposal Reviewer: *Society for Research on Educational Effectiveness; Association for the Study of Higher Education*

## UNIVERSITY SERVICE

University of Virginia Search Committee for the Newton and Rita Meyers Professorship in the Economics of Education (2015-2016).

Scientific Advisory Board, Jefferson Education Accelerator (2015 – present).

Faculty director, University Admissions/Student Financial Services text campaign to increase financial aid application and college matriculation (2014 – present)

Faculty co-director, University Human Resources Employee College Match program (2014-2015).

University of Virginia Presidential Task Force on Financial Aid (2013-2014).

Coordinator, Ed Policy Works Policy Lab (2014 – present).

## EDUCATION

Ed.D., Harvard Graduate School of Education (2013)

Concentration in Quantitative Policy Analysis

*Qualifying Paper:* “Looking Beyond Enrollment: The Causal Effect of Need-Based Grants on College Access, Persistence, and Graduation.”

Committee: Bridget Terry Long (chair), Richard Murnane, and John Willett

*Dissertation:* “Assistance in the 11<sup>th</sup> Hour: Experimental Interventions to Mitigate Summer Attrition among College-Intending High School Graduates.”

Dissertation Committee: Bridget Terry Long (chair), Christopher Avery, Thomas Kane,  
and Lawrence Katz

A.B., Honors, Brown University, Environmental Studies (2000).

*Honors thesis*: "Who Wants Wilderness? Adolescents' Perceptions of the National Parks."